



CDC's Partners Portal

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SAFER•HEALTHIER•PEOPLE[™]



Partners Portal Vision (Personalization)



Delivering and tailoring information for informed public health decision making

- Connecting public health partners and the CDC workforce with timely and easily accessible information, tools and resources
- Providing a means of organizing & aggregating information for a comprehensive, intuitive user experience



Definitions



- Customization
 - Display & Organization
 - Preferences for Content
- Personalization
 - Based on implicit knowledge about person, e.g. role of Lab Director



Views



- Aggregation view present information across multiple topics, content types, and information repositories
- Virtual Desktop presents the information & tools a person needs to conduct the business of public health



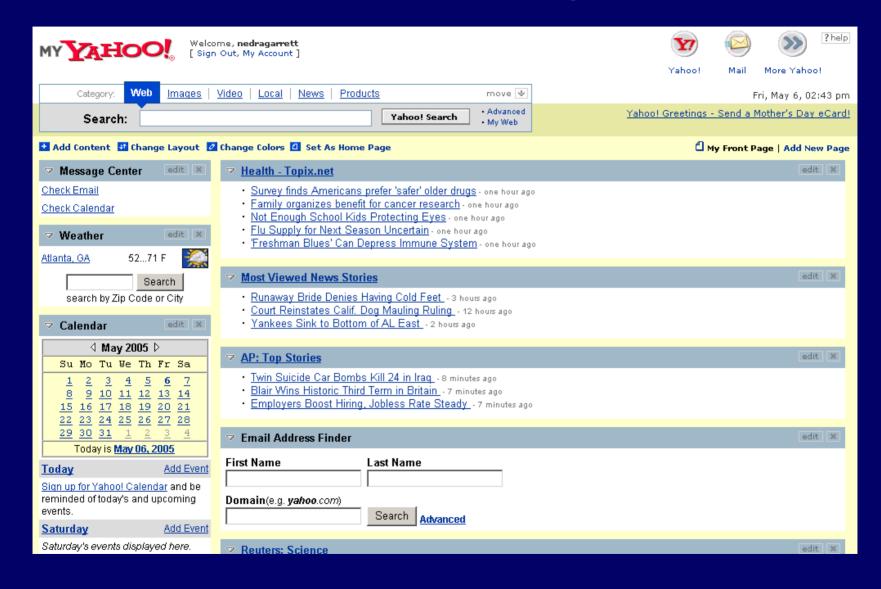
Personalized Portals – Commercial Examples



Choose from different information tools like news, calendar, email, and stock quotes, weather & organize them the way you like

- MyYahoo.com
- MyNetscape.com
- MyMSN.com

Commercial Example – MyYahoo.com



Commercial Example – MyNetscape.com

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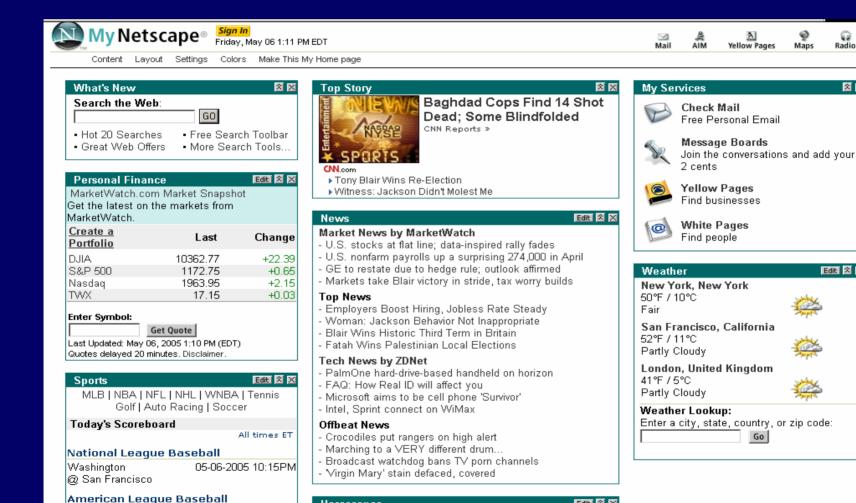
Your specialty is cutting to the chase, so playing

games doesn't amuse you -- not even if they're the kind of games that people who are attracted

to each other often play. Besides, you've always

2 X

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Horoscopes

Aries Mar. 21 - April 19

05-06-2005 07:05PM

Final

Oakland

@ NY Yankees

NY Yankees

Yesterday's Scoreboard

American League Baseball



Functionality for *Partners*



- Access (browse and search) to CDC information resources
 - Electronic journals, books, news & databases
- Access to CDC tools and applications
 - Secure Applications & Collaborative Forums
- Syndication of CDC & other public health information in the news
- Customize the layout/presentation of content
- Subscription to content by topic, date, etc.
- Directory/expertise lookup



Other General Functionalities



- Single Sign-On Authentication
- Customizeable Portlets
- Delivery of content proactively based on role, interest, geographic location, life stage
- Support aggregated view of content from multiple sources
- Ability to recommend/surface information related to previous searches



Partners Portal & Other PHIN-Related Components



- PHIN Directory
- Authentication & Authorization Service
- Secure Data Network
- Site Scape Collaborative Forums
- Other Communications Technology Platform



Local Public Health View



Local Public Health Official checks for new immunization schedule released by ACIP

- Receives an alert for new schedule released by ACIP
- Logs onto site & checks for new schedule
- Download schedule for clinic posting
- •Browse for latest immunizations and vaccine preventable diseases *In the News*
- Search PubMed for related research
- •Checks VAERS for any previous reported adverse events for specific vaccine



State Public Health View



State Epidemiologist seek information on suspected outbreak of foodborne disease

- Discuss suspected cases with other epidemiologist over secure system (Epi-X)
- Search site for latest guidelines on foodborne illnesses – signs, symptoms, treatment, etc.
- Check for latest related public health information In the News
- Check FoodNet system for any other reported cases in nearby regions

Public Health *Partners* Portal Release 1

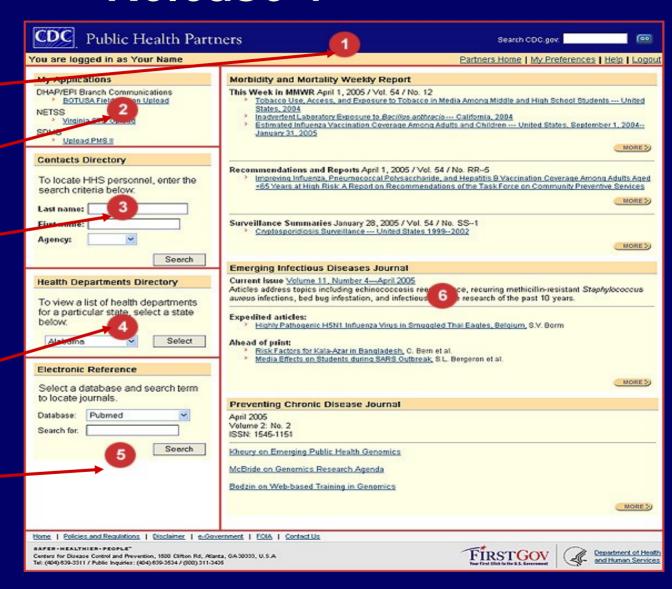
Electronic Journals

Secure Applications

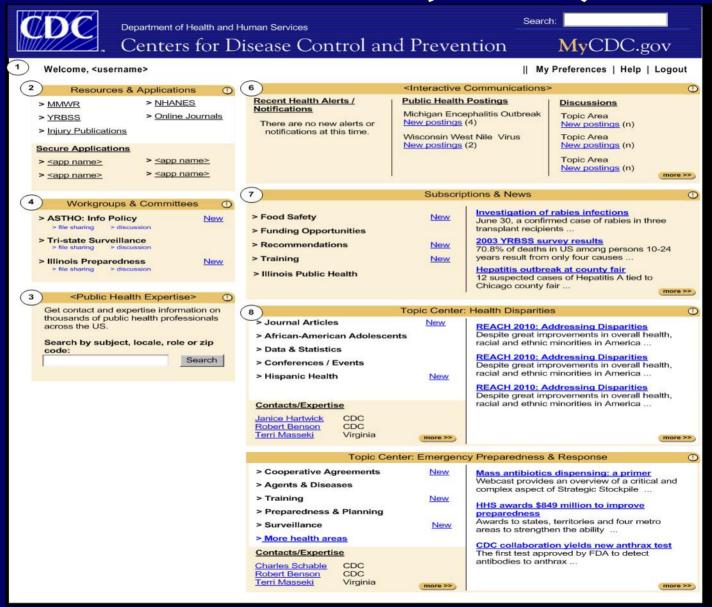
Contacts Directory

Health Dept Agency Lookup

Access to NLM electronic references



Partners View (Future)





Senior Consumer View



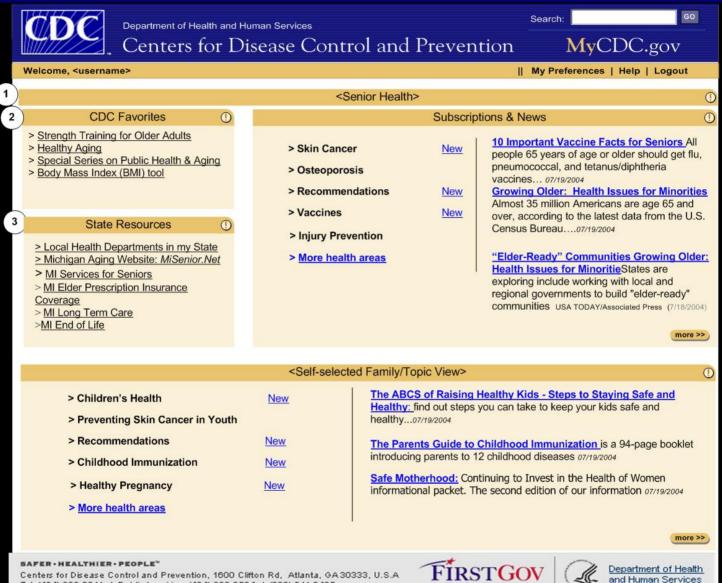
Senior consumer seeks information on ways to improve health

(User previously subscribed to health topics of interest)

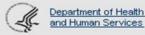
- Check for latest senior related public health news
- User receives an alert for new info on pneumococcal vaccine
- User checks other related "CDC approved" resources for Seniors



Consumer View (Future)









Challenges



- Little content migrated at this point
- Dependencies on implementation of:
 - Indexed Content to include Images,
 Video & Sound
 - Architecture to Support Single Sign-On
 - ◆ PHIN Directory
 - ◆ Portal Product
 - ◆ Federated Search Tools
 - Web Services



Summary



- Provide the right information to the right audience at the right time
- Filter content & provide access to CDC applications
- Provide the ability to organize information and readily access that information in a familiar browserbased environment





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